

COMMUNICATION PLANNING

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Detail the processes, procedures, and strategies for maintaining efficient and effective communication among leadership, staff, and partners who are:

- Paid by the cooperative agreement
- Members of a team as defined by the teaming structure
- Have a role in the successful implementation of the intervention

COMMUNICATION VS. DISSEMINATION

- **Communication** is the sharing of information between individuals and groups that are critical to the successful implementation of the intervention.

vs.

- **Dissemination** is an intentional process to move new information relevant to policy, practice, and research from QIC-AG partners (sites and leadership) to a well-defined child welfare audience for a particular purpose.

RESOURCES

- Communication Plan
- Communication Guidance
- Presentation (PPT and Audio)

THE COMMUNICATION PLAN

**National Quality Improvement Center for Adoption/Guardianship Support and Preservation
Communication Plan
October 1, 2015 – September 30, 2016**

Site QIC-AG Goal(s):

Target Date	Date Completed	Target Audience	Audience Type	Contributions Needed From Target Audience	Recommended Communication Type	Responsibility

PLAN COMPONENTS

- Target Dates
- Date Achieved
- Target Audience
- Audience Type
- Contribution from Target Audience
- Communication Type
- Responsibility/Responsible Party

TARGET DATES

- Refers to the date on or between which the communication activity should occur.
- Consider the completion dates for other implementation activities when identifying a time frame for completion.
 - For example: If educational tools are a critical component of the communication activity then it is important to note the date that the materials will be finished before targeting a date for the communication activity.

TARGET AUDIENCE

- The specific people or group who will be the recipients of communication activities.
- Used to identify the people or group who will need to understand and/or use information related to the implementation of the intervention.

AUDIENCE TYPE

Identifying the type of audience to which the target group belongs:

- Helps to identify the types of products and information that should be communicated to/shared with the target audience.
- Leads to effective communication that facilitates implementation and of the intervention.

AUDIENCE TYPE

- Agency Leadership
- QIC-AG Team Members and Leadership
- Staff
- Team/Team Members
- External Partners

CONTRIBUTIONS NEEDED FROM TARGET AUDIENCE

- What does the site need the target audience to do to support the successful implementation?
- Think about what you want that person to do with the information you are sharing.
- Having an understanding of the end goal will help QIC-AG sites consider what types of communication will best prepare the audience for their contribution to the process.

COMMUNICATION TYPE

- Given the busy nature of target audiences, consider the best and most efficient means by which to elicit the contribution that is needed from the target audience.
- Audience type
 - **Agency Leadership** -These individuals like to receive high level, timely, one-to-two page communications, presentations, and hear stories to provide examples of an experience.
 - **Staff**-This group will likely attend trainings and benefit from written manuals and resources to provide guidance as a follow up to the training; short videos and on-line materials can also serve as a follow up to training lessons.
 - **Team/Team Members**: The communication type will vary depending on the team, the issue being communicated, and any decisions that will result from the communication.
 - **External Partners**- These individuals value presentations and succinct materials that summarize key points related to the project.

COMMUNICATION TYPE

Also consider the following:

- The depth of understanding that is required by the target audience.
- The time that the target audience has dedicated to the project.
- The nature of the relationship between communicator and target audience.
- The physical location of the target audience.

COMMUNICATION TYPE

Examples of communication types include:

- on-site meeting or training
- web-based training
- briefings
- non-in-person distribution of material
- component of agenda at scheduled meeting or conference
- webinar
- roundtable discussion
- question and answer session

Remember that effective communication is likely to include multiple mediums, such as a meeting with handouts or a training and a follow up conference call.

RESPONSIBLE PARTY

- Identify the person who is in charge of facilitating the communication activity or event.
- Even if multiple people will be responsible for the activity or event, one person should be in “charge” of logistics.